

*Companies that lead with purpose can make a profound impact on society while making themselves more competitive, profitable and compelling places to work, with the [data](#) to back it up. Delivering impact through philanthropy or employee volunteerism is needed and admirable, but leveraging the core business is the most comprehensive way that a company can live out its purpose by driving sustainable, scalable innovation and growth.*

FSG, Flying through Interference, March 2024

As a leading academic partner in addressing society's most pressing issues, the [Rutgers Institute for Corporate Social Innovation \(RICSI\)](#) advances business concepts that deliver social impact. Our unique [four-pillar methodology](#) builds off a firm's existing capabilities to enable an intentional integration with its business strategy. So we couldn't agree more with this statement excerpted from FSG's groundbreaking article featured below on our Health Equity website.

Our partner FSG has a long track record affecting positive change, working with clients across various industries. In their experience (ours, too) one of the limitations on a firm's potential for impact is the internal "interference" faced by corporate changemakers. To help gain clarity around this issue RICSI hosted FSG's first Purpose Studio of corporate leaders who are addressing health equity initiatives. Their article below draws from their learnings, along with solutions-focused ideas for a path forward.

Our RICSI methodology complements FSG's recommendation well, including how to address the risks of interference. The "intentional integration" we teach helps minimize the risk of diminishing strategy. Our pillar for "aligning profit and purpose" helps ensure a firm's Purpose is realized. And through the "responsible business practices" we promote, the culture of a firm can be strengthened. Across it all, processes, systems, and behaviors help enable FSG's recommendation to create enabling conditions by "breaking down structural silos and promoting shared participation."

You can read more about our methodology [here](#), and please take a few minutes to read FSG's insightful article. As people committed to advancing the role of business in addressing social issues, we think you'll find it smart, relevant, and helpful! We'd love to hear your thoughts and ideas!